



City of Greenville



United Way  
of Greenville County

# Greenville Neighborhood Vibrancy Taskforce Summary Report

*March 2, 2015*



*Greenville Dreams*  
Empowering neighbors. Improving Neighborhoods.



# The Neighborhood Vibrancy Taskforce

## Our Challenge

How do we extend the vibrancy of Downtown Greenville into historic neighborhoods while preserving their unique and diverse character?

## Our Approach

The Neighborhood Vibrancy Taskforce used a resident-driven process in conjunction with documented best practices to identify strategic focus areas and develop recommended strategies and goals.

- Ms. Diane Smock (*Co-Chair*) – Greenville Stakeholder
- Rev. Vardrey Fleming (*Co-Chair*) – West Greenville Neighborhood
- Ms. Deborah McKetty – CommunityWorks
- Ms. Mary Cleveland – Greenline-Spartanburg Neighborhood
- Mr. Daniel Weidenbenner – Greater Sullivan Neighborhood
- Pastor Darian Blue – Nicholtown Neighborhood
- Ms. Margaret McJunkin – Nicholtown Neighborhood
- Ms. Princella Lee-Bridges — Pleasant Valley Neighborhood
- Ms. Lee Davis – Pleasant Valley Neighborhood
- Ms. Mary Duckett – Southernside Neighborhood
- Ms. Stinson Ferguson – Haynsworth Sinkler Boyd, P.A.
- Rep. Chandra Dillard – District 23, SC House of Representatives - Advisory Group
- Rep. Jil Littlejohn – District 3, Greenville City Council - Advisory Group
- Rep. Lillian Brock Flemming – District 2, Greenville City Council - Advisory Group
- Rep. Amy Ryberg Doyle–District 1, Greenville City Council - Advisory Group
- Ms. Yvonne Reeder – Greenville Dreams Chairperson – Advisory Group
- Ms. Ginny Stroud – City of Greenville – Sponsor
- Mr. Wayne Leftwich – City of Greenville – Sponsor
- Ms. Tish McCutchen – United Way of Greenville – Sponsor
- Mr. Bradley Robinson - United Way of Greenville – Resource
- Ms. Christa Jordan – City of Greenville – Resource
- Mr. A. Stan Davis - Consultant

# Process Activities

- Conducted 8 Neighborhood Vibrancy Taskforce meetings between May and December
- Conducted 2 public meetings to gather input from Greenville residents
- Coordinated a community visit with the City of Winston-Salem, NC
- Researched several regional and global best practices
- Created neighborhood historical and demographic profiles



# Defining Neighborhood Vibrancy

A **Vibrant Neighborhood** is a strong and vivid place to live that pulsates with energy and vigor with the following desirable characteristics:

- Mixed income and mixed use properties
- Diverse mix of residents
- Access to affordable housing, transportation, healthy food, open space and livable wage employment
- Opportunities for entrepreneurs
- Resident driven initiatives



## Strategic Focus Areas

Affordable Housing ◻ Communications and Resident Engagement ◻ Economic Vitality ◻ Diversity and Inclusion ◻ Property Maintenance and Code Enforcement



# Affordable Housing Recommendations



Greenline-Spartanburg

1. Create a collaborative land trust or land banking program.
2. Create an additional zoning classification code (R4) to allow for building single family homes on smaller lots.
3. Develop a rental rehabilitation program.



Kingsview Point

# Communications and Resident Engagement Recommendations

1. Encourage resident led initiatives like the “Cash for Trash” program (a program idea from Winston-Salem).
2. Assess the strength of each Neighborhood Association to ensure that the residents have the tools needed to succeed (Greenville Dreams).
3. Update and share the current status of each Neighborhood Master Plan.





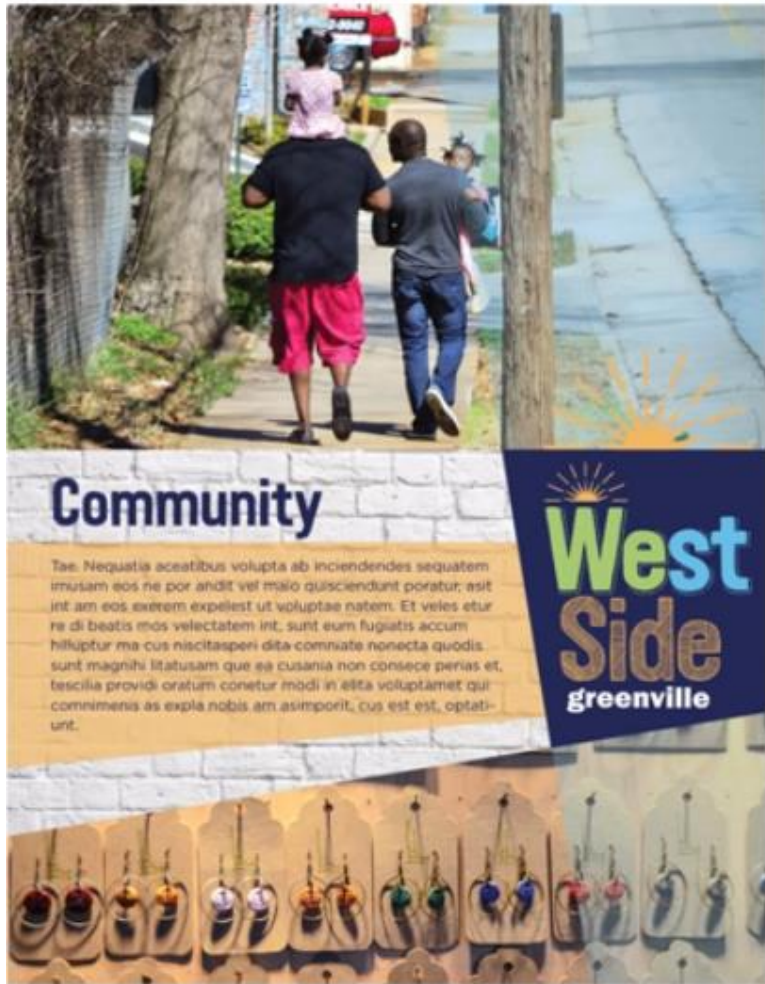
# Economic Vitality Recommendations



1. Assess each neighborhood for micro business development opportunities based on available resident skill sets.
2. Develop a community based business incubator.
3. Promote work force development programs within neighborhoods.



# Diversity and Inclusion Recommendations



1. Encourage neighborhoods to recognize their history and unique character with special events and celebrations.
2. Foster resident-led neighborhood branding and signage projects.
3. Encourage emerging neighborhood leaders to participate on City and County Boards and Commissions.

Flier template  
created as part of  
the Connections for  
Sustainability  
project



# Property Maintenance and Code Enforcement Recommendations



1. Encourage resident involvement in beautification and street light repair and replacement programs.
2. Develop a tenant certification training program that will require tenants to play a more proactive role in rental property care and maintenance.
3. Develop a landlord incentive strategy (similar to the Winston Salem's TURN program)



# In Summary

- Work within and strengthen Neighborhood Associations to encourage resident engagement and facilitate growth of leadership
- Give Neighborhood Associations tools to promote policy and resident-led improvements
- Better coordinate and communicate information about existing resources already available

## Next Steps

1. Summarize recommendations and present strategies to City Council, **March**
2. Assign a small group from the Taskforce to track progress, **March**
3. Share recommendations with Greenville Dreams' participants, **March**
4. Develop a Greenville Dreams Alumni Association to guide implementation of recommendations, **June**
5. Plan and host an annual celebration to share neighborhood progress updates, **September**